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490 million people log on to YouTube each month-and business owners need to know how to capture them or better yet, be the initial reason for their visit. Jason Rich shares the expertise of practicing entrepreneurs, delivering a step-by-step strategy supported by valuable insights, tips, and resources. From video production to promotion, author Jason R. Rich details how to use the power of YouTube to promote business brands, products, or services, ultimately attracting new customers. Unfamiliar entrepreneurs receive a full tutorial on pre-production and production essentials, from developing video ideas that attract attention to overcoming lighting and sound challenges. Amateur producers receive a full list of equipment needed, and they gain tips from well-known YouTube users on how to produce quality spots without breaking the bank. After covering the basics, Rich - joined by YouTube-savvy entrepreneurs - reveals how small business owners can drive viewers to contact their business. Rich also shows entrepreneurs how they can make money, while promoting themselves.

Wikipedia, Flickr, You Tube, Facebook, LinkedIn are all examples of large community-built databases, although with quite diverse purposes and collaboration patterns. Their usage and dissemination will further grow introducing e.g. new semantics, personalization, or interactive media. Pardede delivers the first comprehensive research reference on community-built databases. The contributions discuss various technical and social aspects of research in and development in areas like in Web science, social networks, and collaborative information systems. Pardede delivers the first comprehensive research reference on community-built databases. The contributions discuss various technical and social aspects of research in and development in areas like in Web science, social networks, and collaborative information systems.

Maximum PC is the magazine that every computer fanatic, PC gamer or content creator must read. Each and every issue is packed with punishing product reviews, insightful and innovative how-to stories and the illuminating technical articles that enthusiasts crave.

OphthoBook is the printed version of the amazing OphthoBook.com online book and video series. The combination of this text, along with the online video lectures, creates the most informative and easy-to-understand ophthalmology review ever written. It is geared toward medical students, optometry students, and non-ophthalmologists who want to learn more about the eye without getting bogged down with mindless detail. The book is broken down into ten chapters: 1. Eye History 2. Anatomy 3. Glaucoma 4. Retina 5. Infection 6. Neuroophthalmology 7. Pediatric Ophthalmology 8. Trauma 9. Optics 10. Lens and Cataract Each chapter also includes "pimp questions" you might be asked in a clinic. Also, an entire chapter of ophthalmology board-review questions, flashcards, and eye abbreviations. Perhaps most useful, each chapter corresponds to the 20-minute video lectures viewable at OphthoBook.com. And lots of fun cartoons!

In the half-decade since publication of the first edition, there have been significant changes in society brought about by the exploding rise of technology in everyday lives that also have an impact on our mental health. The most important of these has been the shift in the way human interaction itself is conducted, especially with electronic text-based exchanges. This expanded second edition is an extensive body of work. It contains 39 chapters on different aspects of technological innovation in mental health care from 54 expert contributors from all over the globe, appropriate for a subject that holds such promise for a worldwide clientele and that applies to professionals in every country. The book is now presented in two clear sections, the first addressing

the technologies as they apply to being used within counseling and psychotherapy itself, and the second section applying to training and supervision. Each chapter offers an introduction to the technology and discussion of its application to the therapeutic intervention being discussed, in each case brought to life through vivid case material that shows its use in practice. Chapters also contain an examination of the ethical implications and cautions of the possibilities these technologies offer, now and in the future. While the question once was, should technology be used in the delivery of mental health services, the question now is how to best use technology, with whom, and when. Whether one has been a therapist for a long time, is a student, or is simply new to the field, this text will serve as an important and integral tool for better understanding the psychological struggles of one's clients and the impact that technology will have on one's practice. Psychotherapists, psychiatrists, counselors, social workers, nurses, and, in fact, every professional in the field of mental health care can make use of the exciting opportunities technology presents. In psychiatry, as in all of medicine, clinicians are frequently involved in training students and residents yet few have themselves been trained in pedagogy. Improving the quality of psychiatric education should both improve the quality of psychiatric care and make the profession more attractive to medical students. Written by a team of international experts with many years of experience, this comprehensive text takes a globally relevant perspective on providing practical instruction and advice on all aspects of teaching psychiatry. It covers learning from undergraduate and postgraduate level to primary medical and community settings, enabling readers to find solutions to the problems they are facing and become aware of potential issues which they can anticipate and be prepared to address. The book discusses curriculum development using examples from around the world, in order to provide trainees with the basic attitudes, knowledge and skills they require to practise psychiatry. Features: Instruction on developing a curriculum for Residency training, teaching interviewing skills, teaching psychotherapy and using new technology Innovative ways of engaging medical students in psychiatry and developing their interest in the specialty, including experience with new types of elective and research options and development of roles for students in patient care Focuses throughout on how to teach rather than what to teach Includes descriptions of workplace-based assessments Discussions of both theoretical and practical perspectives and examples of particular innovations in the field using case studies Presented in a thoroughly readable and accessible manner, this book is a primary resource for all clinicians involved in teaching psychiatry to medical students and trainees.

Implement state-of-the-art Mobile TV networks with this comprehensive guide to the latest technologies and standards, including MediaFLO, ATSC Mobile DTV, and CMMB, the same technologies seeing large-scale rollouts today around the world. You not only gain deep insight into the maze of technologies, but also the principles of mobile content-what makes it work, how it's produced, repurposed and delivered securely, and how it integrates with mobile and Internet domains. Learn about the key enablers of a mobile TV service, like smartphones, chipsets, and mobile software. Gain access to a detailed look at the networks deployed worldwide with real-world case studies. The informative diagrams provide rich visualization of the new technologies, services, and revenue models. Gain understanding of how mobile TV can be made interactive and how it can be delivered

seamlessly in multiple markets. Get insight into the growing capabilities of multimedia handsets and software which drives innovative applications. Author Amitabh Kumar begins with the basics of mobile multimedia and progresses to cover details of technologies, networks, and firmware for mobile TV services. Easy to follow, *Implementing Mobile TV* features a rich presentation that includes dozens of FAQs and "Quick Facts." This new edition is updated to reflect the quickly evolving world of Mobile TV, focusing on factors for success and providing understanding of:

This book is a must for librarians with international interest in access to knowledge. It includes a collection of 15 chapters written by authors from all over the world and covers different approaches to the vital role of libraries driving access to knowledge. There are chapters that offer solutions and ideas to enable libraries to become the knowledge engine in society. Other chapters discuss the conceptual part of the subject and related services. The book was compiled as part of the presidential theme of Ellen Tise, IFLA President 2009-2011, with the aim of offering the reader a good portrait of the opportunities and challenges that libraries have in driving access to knowledge.

The book is a collection of high-quality peer-reviewed research papers presented at International Conference on Frontiers of Intelligent Computing: Theory and applications (FICTA 2016) held at School of Computer Engineering, KIIT University, Bhubaneswar, India during 16 – 17 September 2016. The book presents theories, methodologies, new ideas, experiences and applications in all areas of intelligent computing and its applications to various engineering disciplines like computer science, electronics, electrical and mechanical engineering.

A full-color guide for getting rewarding results with the latest version of Flash Flash is used in the creation of Web animation, games, media rich Web sites, presentations, and more. Adobe has divided the new version of Flash into three separate products for different audiences, and this book covers the Professional product; the traditional animation/media serving tool; and Catalyst, the Web/interface design tool. This book provides a fun and friendly full-color guide to Flash. Walks you through both Professional and Catalyst as well as the traditional Flash animation tool Offers guidance for getting acquainted with the interface; creating images, objects, text, and layers for animation; and working with symbols and buttons Introduces publishing online or on mobile phones Addresses how to turn existing images into interactive sites or interfaces with Catalyst Offers helpful tips on troubleshooting Using the knowledge you gain from *Flash CS5 Professional & Flash CS5 Catalyst For Dummies*, you'll quickly prove that you are not a flash in the pan!

*Becoming a Multicultural Educator: Developing Awareness, Gaining Skills, and Taking Action* focuses on the development and application of research-based curriculum, instruction, and assessment strategies for multicultural education in PK–12 classrooms. Award-winning authors William A. Howe and Penelope L. Lisi bring theory and research to life through numerous exercises, case studies, reflective experiences, and lesson plans designed to heighten readers' cultural awareness, knowledge base, and skill set. Responding to the growing need to increase academic achievement

and to prepare teachers to work with diverse populations of students, the fully updated Third Edition is packed with new activities and exercises to illustrate concepts readers can apply within their future classrooms and school-wide settings. With the support of this practical and highly readable book, readers will be prepared to teach in culturally responsive ways, develop a critical understanding of culture and its powerful influence on teaching and learning, and feel empowered to confront and address timely issues.

In recent years, technological advancements have enabled higher-learning institutions to offer millions of independent learners the opportunity to participate in open-access online courses. As this practice expands, drawing considerable media attention, questions continue to arise regarding pedagogical methodology and the long-term viability of open learning. *Furthering Higher Education Possibilities through Massive Open Online Courses* seeks to provide a space for discussion of MOOCs: what they mean for the learning process, how they are redefining the concept of a classroom, and what effects they may have on the role of teachers. Featuring emerging research on a variety of topics relating to distance education, informal learning, as well as educational costs and funding, this book is aimed at teachers, administrators, business professionals, and designers of both curricular resources and e-classroom technology.

#### PC Mag

Ten minibooks in one! The perfect reference for beginning webbuilders This hefty, 800+ page book is your start-to-finish roadmap for building a web site for personal or professional use. Even if you're completely new to the process, this book is packed with everything you need to know to build an attractive, usable, and working site. In addition to being a thorough reference on the basics, this updated new edition also covers the very latest trends and tools, such as HTML5, mobile site planning for smartphones and tablets, connecting with social media, and more. Packs ten minibooks into one hefty reference: Preparation, Site Design, Site Construction, Web Graphics, Multimedia, Interactive Elements, Form Management, Social Media Integration, Site Management, and Case Studies Covers the newest trends and tools, including HTML5, the new Adobe Create Suite, and connecting with social media Offers in-depth reviews and case studies of existing sites created for a variety of purposes and audiences, such as blog sites and non-profit sites Walks you through essential technologies, including Dreamweaver, HTML, CSS, JavaScript, PHP, and more Plan, build, and maintain a site that does exactly what you need, with *Building Web Sites All-In-One For Dummies, 3rd Edition*.

Measuring return on marketing investment doesn't have to be mysterious...even in the age of Web 2.0. This book provides you with a foolproof system for determining the effectiveness of all your marketing strategies, online and off.

--Book Jacket.

PCMag.com is a leading authority on technology, delivering Labs-based, independent reviews of the latest products and

services. Our expert industry analysis and practical solutions help you make better buying decisions and get more from technology.

Learn to use the new Flash Catalyst to create rich Internet applications Adobe Flash Catalyst enables you to take designs from Photoshop and Illustrator and convert them into rich Flash-based applications—without writing or even understanding one line of code. It may sound too good to be true, but this helpful reference shows you how to leverage the Flash skills you already have in order to convert your ideas into functioning applications. You'll explore everything from the basics of the Flex framework to using Flash Builder to complete conversion of an application. Shows you how to use the eagerly anticipated Flash Catalyst to convert assets from Illustrator and Photoshop directly into Flex components without ever needing to write code Reviews the basics of the Flex framework and rich Internet applications Demonstrates how to import comps and assets into Flash Builder in order to create an application Convert your ideas from design into functioning applications—and avoid writing complex code—with this authoritative resource.

Los sistemas educativos actuales tienen la necesidad de acudir a medios tecnológicos para mejorar el proceso enseñanza – aprendizaje. Uno de estos medios son los materiales didácticos multimedia. Pero ¿son realmente efectivos, para lograr el objetivo para el cual han sido diseñados?, ¿son sólo medios transmisores de contenidos?, ¿cuál es la eficacia que tienen? Podemos afirmar que para el diseño de materiales multimedia, no solo se debe pensar en cumplir los objetivos a corto plazo, sino también si los resultados que se lograrán a largo plazo tendrán algún efecto en la formación integral de la persona. Teniendo claro estos objetivos, es necesario que todo material didáctico cumplan con estándares que garanticen la efectividad. Por tanto el profesor debe conocer estos estándares y saber utilizarlos. De esta manera, todo material didáctico multimedia no debe basarse en el aprendizaje memorístico sino que debe promover la construcción del conocimiento y la investigación, cumpliendo así las funciones de proporcionar información, despertar intereses, mantener una continua actividad e interacción con los materiales, orientar el aprendizaje, promoverlo a partir de los errores, ya que les debe ofrecer la posibilidad de ir mejorando poco a poco; y finalmente debe facilitar la evaluación y control de los aprendizajes tanto en forma individual como en equipo. Por ello, el módulo está dividido en cuatro (4) sesiones cuyos productos acreditables en cada sesión le permitirán publicarlo en servicios web 2.0 y/o plataformas virtuales de aprendizaje.

The 2012 International Conference on Emerging Computation and Information teChnologies for Education (ECICE 2012) was held on Jan. 15-16, 2012, Hangzhou, China. The main results of the conference are presented in this proceedings book of carefully reviewed and accepted paper addressing the hottest issues in emerging computation and information technologies used for education. The volume covers a wide series of topics in the area, including Computer-Assisted Education, Educational Information Systems, Web-based Learning, etc.

Everyone knows that Google lets you search billions of web pages. But few people realize that Google also gives you hundreds of

cool ways to organize and play with information. Since we released the last edition of this bestselling book, Google has added many new features and services to its expanding universe: Google Earth, Google Talk, Google Maps, Google Blog Search, Video Search, Music Search, Google Base, Google Reader, and Google Desktop among them. We've found ways to get these new services to do even more. The expanded third edition of Google Hacks is a brand-new and infinitely more useful book for this powerful search engine. You'll not only find dozens of hacks for the new Google services, but plenty of updated tips, tricks and scripts for hacking the old ones. Now you can make a Google Earth movie, visualize your web site traffic with Google Analytics, post pictures to your blog with Picasa, or access Gmail in your favorite email client. Industrial strength and real-world tested, this new collection enables you to mine a ton of information within Google's reach. And have a lot of fun while doing it: Search Google over IM with a Google Talk bot Build a customized Google Map and add it to your own web site Cover your searching tracks and take back your browsing privacy Turn any Google query into an RSS feed that you can monitor in Google Reader or the newsreader of your choice Keep tabs on blogs in new, useful ways Turn Gmail into an external hard drive for Windows, Mac, or Linux Beef up your web pages with search, ads, news feeds, and more Program Google with the Google API and language of your choice For those of you concerned about Google as an emerging Big Brother, this new edition also offers advice and concrete tips for protecting your privacy. Get into the world of Google and bend it to your will!

To any businessperson or marketing professional, YouTube's 20 million viewers are a tempting target. How can you tap into the potential of YouTube to promote your business and sell your products or services? The answers in YouTube for Business show you how to make YouTube part of your online marketing plan—and drive traffic to your company's website. In this book you'll learn how to:

- Develop a YouTube marketing strategy
- Decide what types of videos to produce
- Shoot great-looking YouTube videos—on a budget
- Edit and enhance your videos
- Create a presence on the YouTube site
- Manage a video blog
- Generate revenues from your YouTube videos
- Produce more effective YouTube videos

Includes profiles of successful businesses • Blendtec • Charles Smith Pottery • Annette Lawrence, ReMax ACR Elite Group, Inc. • Stone Brewing Company • D-Link Author Michael Miller has written more than 80 how-to books over the past two decades, with more than one million copies in print. His best-selling books include YouTube 4 You, Tricks of the eBay Business Masters, Absolute Beginner's Guide to Computer Basics, and Googlepedia: The Ultimate Google Resource. Front cover quote: "Never thought you could use YouTube for your business? Well, think again! This book gives you a complete overview of why, how, and the technology to get you started." — Rhonda Abrams, USA Today small business columnist and author of Successful Marketing: Secrets & Strategie

This book reports on the state of academic journal publishing in a range of geolinguistic contexts, including locations where pressures to publish in English have developed more recently than in other parts of the world (e.g. Kazakhstan, Colombia), in addition to contexts that have not been previously explored or well-documented. The three sections push the boundaries of existing research on global publishing, which has mainly focused on how scholars respond to pressures to publish in English, by highlighting research on evaluation policies, journals' responses in non-Anglophone contexts to pressures for English-medium

publishing, and pedagogies for supporting scholars in their publishing efforts.

Explains how to improve Windows 7 and do more with the software than Microsoft intended, with helpful information on setup, installation, upgrade from other Windows versions, the new interface, new security features, user accounts, troubleshooting, and In

Adobe Creative Suite CS5 Web Premium How-Tos: Essential Techniques is a concise, economical, current, and informed guide to the key techniques for creating inviting and accessible Web sites using Adobe Creative Suite CS5. Readers choose the How-Tos guide when they want immediate access to just what they need to know to get results. This book shows readers the Dreamweaver CS5 features they need to manage Web sites; design page layout with CSS styles; and generate menu bars, tabbed panels, tooltips, datasets, and forms with validation scripts. It gives readers the Photoshop CS5 skills to prepare photos and thumbnails for the Web. It teaches Illustrator CS5 techniques to create Web banners, navigations icons, and scalable graphic elements. It shows how to create scrollbars and buttons in Flash Catalyst CS5. Readers can learn to generate animation in Flash Professional CS5, and they can discover ways to integrate Dreamweaver, Photoshop, Illustrator, and Flash to create cutting-edge Web sites with custom video players, animation, and interactivity. Note from the publisher: FREE Adobe Creative Suite 5.5 updates are available for this title. Simply register your product at [www.peachpit.com/register](http://www.peachpit.com/register) and you will receive the updates when they become available.

Windows 7 may be faster and more stable than Vista, but it's a far cry from problem-free. David A. Karp comes to the rescue with the latest in his popular Windows Annoyances series. This thorough guide gives you the tools you need to fix the troublesome parts of this operating system, plus the solutions, hacks, and timesaving tips to make the most of your PC. Streamline Windows Explorer, improve the Search tool, eliminate the Green Ribbon of Death, and tame User Account Control prompts Explore powerful Registry tips and tools, and use them to customize every aspect of Windows and solve its shortcomings Squeeze more performance from your hardware with solutions for your hard disk, laptop battery, CPU, printers, and more Stop crashes, deal with stubborn hardware and drivers, fix video playback issues, and troubleshoot Windows when it won't start Protect your stuff with permissions, encryption, and shadow copies Secure and speed up your wireless network, fix networking woes, make Bluetooth functional, and improve your Web experience Get nearly all of the goodies in 7 Ultimate, no matter which edition you have "Blunt, honest, and awesome." --Aaron Junod, Manager, Integration Systems at Evolution Benefits "This could be the best [money] you've ever spent." --Jon Jacobi, PC World "To use Windows is to be annoyed -- and this book is the best way to solve any annoyance you come across. It's the most comprehensive and entertaining guide you can get for turning Windows into an operating system that's a pleasure to use." --Preston Gralla, author of Windows Vista in a Nutshell, and Computerworld contributing editor

This book constitutes the refereed proceedings of the 10th European Conference on Research and Advanced Technology for Digital Libraries, ECDL 2007, held in Budapest, Hungary. The papers are organized in topical sections on ontologies, digital libraries and the web, models, multimedia and multilingual DLs, grid and peer-to-peer, preservation, user interfaces, document

linking, information retrieval, personal information management, new DL applications, and user studies.

2012 International Conference of Intelligence Computation and Evolutionary Computation (ICEC 2012) is held on July 7, 2012 in Wuhan, China. This conference is sponsored by Information Technology & Industrial Engineering Research Center. ICEC 2012 is a forum for presentation of new research results of intelligent computation and evolutionary computation. Cross-fertilization of intelligent computation, evolutionary computation, evolvable hardware and newly emerging technologies is strongly encouraged. The forum aims to bring together researchers, developers, and users from around the world in both industry and academia for sharing state-of-art results, for exploring new areas of research and development, and to discuss emerging issues facing intelligent computation and evolutionary computation.

A collection of web links and ideas on how to use them in an educational setting.

Interested in promoting, selling and distributing music online, got the website but not sure what to do next? is Web Marketing for the Music Business designed to help develop the essential internet presence they want and need. Looking at how the web has developed, providing instructions on how to set up a web site as well as how to use the Internet to promote the artist and the web site. The book includes information on maximizing web sites to increase traffic, online grassroots marketing tactics that will advance an artists career and social networking sites such as MySpace. There is also a dedicated website with online resources for web support to give the information needed to confidently market music online.

Macromedia Flash is fast becoming the Web's most widely used platform for creating rich media with animation and motion graphics, but mastering Flash isn't easy. Most entry-level books teach through simple examples that concentrate on either animation or scripting, but rarely both together. To get the most from Flash 8, you not only need to be proficient in programming/interface design, you need the creativity for story telling and the artistic insights to design fluid animation. Flash 8: Projects for Learning Animation and Interactivity teaches Flash design rather than simply Flash itself. With a standalone series of walkthroughs and tutorials for Flash beginners coming from a graphics field, this book teaches Flash in the context of real-world projects. Rather than learn a Flash tool for the sake of it, you learn which areas of Flash are important, and which are less used, simply by seeing how typical content is actually created. And rather than a text-heavy approach, this graphically rich book leads you through hands-on examples by illustration. Each project in the book starts with goals and broad sketches before moving to design and scripting. This helps you understand design intent-the why of the process-rather than just learning the interfaces and the how of it all. Along the way, you'll create Flash content that includes traditional animation techniques (as seen in full-length animated features), and ActionScript-based interactive animation, such as custom web site interface designs. You also learn how to combine both traditional animation techniques and ActionScript to create feature-rich Flash assets from the ground up. Co-authored by educational developers with years of experience creating compelling content, interfaces, and applications, Flash 8: Projects for Learning Animation and Interactivity offers a content-driven approach that is also inspiration-driven. You learn because you're accomplishing something tangible, not because you think you need to know how a tool works. If you want to understand

how various features of Flash come together to create a final end design, this book provides you with both the insight and the know-how.

Demonstrates the operating system's updated features, covering customizing, configuration, networking, multimedia, maintenance, security, and troubleshooting, and offers advice on transferring files from an old PC to the Windows 7 system.

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